

## What is Claimed:

1           1.    A method for distributing pharmaceutical products comprising the  
2                    steps of:

3                    developing a disease management program and related materials  
4                    having specific relevance to a counterpart pharmaceutical product  
5                    to be distributed in conjunction with said counterpart  
6                    pharmaceutical product;

7                    providing a pharmaceutical product supplier to supply said  
8                    disease management program related materials directly to a  
9                    patient in conjunction with said counterpart pharmaceutical  
10                   product when said patient fills a prescription;

11                   communicating to a doctor said disease management program and  
12                   said related materials and said relevance of said program and said  
13                   materials to said counterpart pharmaceutical product; and

14                   providing means of communication between said doctor, a patient  
15                   for whom said doctor has prescribed said disease management  
16                   program and its counterpart drug, and said pharmaceutical  
17                   product supplier.

1           2.    The method of claim 1 wherein said step of developing said  
2                   disease management program includes developing a plurality of  
3                   different management programs for each counterpart drug  
4                   whereby said doctor can select which of said plurality of  
5                   management programs should be prescribed along with said drug.

- 1           3.    The method of claim 1 wherein said disease management program  
2           includes a diagnostic test for an acute or chronic disease.
- 1           4.    The method of claim 1 further comprising the step of preventing  
2           a patient's participation in said disease management program until  
3           said patient has received said disease management program  
4           materials and said counterpart pharmaceutical product.
- 1           5.    The method of claim 1 further comprising the step of providing  
2           an electronic host with a computer readable site on a global  
3           computer network for said patient to communicate with said host.
- 1           6.    The method of claim 1 further comprising the step of compiling  
2           data from said patient.
- 1           7.    The method of claim 6 wherein said compiling step is performed  
2           via communication with said patient via a global computer  
3           network.
- 1           8.    The method of claim 1 further wherein said means of  
2           communication comprises a computer accessible site on a global  
3           computer network.
- 1           9.    The method of claim 1 wherein said means of communication  
2           includes the use of a global computer network.
- 1           10.   The method of claim 1 further comprising the step of providing  
2           prescription adherence reminders after said patient fills said  
3           prescription.

- 1           11.    The method of claim 1 further comprising the step of waiting  
2                   until said patient fills said prescription and begins following said  
3                   disease management program and then contacting said patient for  
4                   feedback.
- 1           12.    The method of claim 11 further comprising the step of sharing  
2                   said feedback with a pharmaceutical product manufacturer.
- 1           13.    The method of claim 11 further comprising the step of using said  
2                   feedback to market pharmaceutical products.
- 1           14.    A method for distributing pharmaceutical products comprising the  
2                   steps of:  
3                   developing a disease management program and related materials  
4                   to be distributed in conjunction with a counterpart pharmaceutical  
5                   product;  
6                   providing a pharmaceutical supplier to supply said disease  
7                   management program related materials in conjunction with said  
8                   counterpart pharmaceutical product;  
9                   communicating to a doctor said disease state management  
10                  program and said program's relationship with its counterpart  
11                  drug;  
12                  not allowing participation of said patient in said disease  
13                  management program until after said patient has filled said  
14                  prescription for said disease management program and its  
15                  counterpart drug; and

16 providing a method of communication between said doctor and a  
17 patient for whom said doctor has prescribed said disease  
18 management program and its counterpart drug.

- 1 15. A method of treating a person with a medical condition using a  
2 pharmaceutical product comprising the steps of:
- 3 developing a disease management program and related materials  
4 to be distributed in conjunction with a pharmaceutical product;
- 5 prescribing said pharmaceutical product and said disease  
6 management program related materials to a patient;
- 7 providing a pharmaceutical supplier to supply said disease  
8 management program in conjunction with said counterpart  
9 pharmaceutical product directly to a patient in conjunction with  
10 said counterpart pharmaceutical product when said patient fills a  
11 prescription;
- 12 communicating with said patient after said patient begins  
13 treatment with said pharmaceutical product and said disease  
14 management program via a global computer network; and
- 15 compiling data from said communications with said patient.

- 1 16. The method of claim 15 wherein said patient chooses to  
2 participate in said disease management program in addition to  
3 receiving said pharmaceutical product before said prescription is  
4 written.